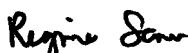
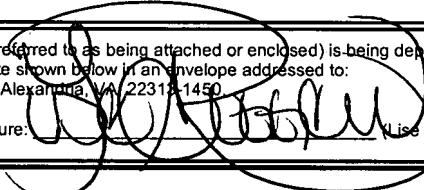


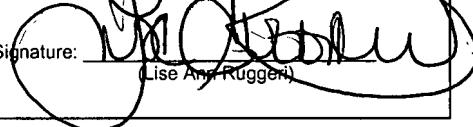


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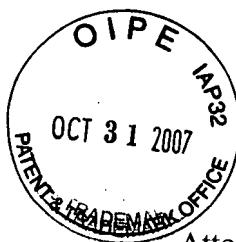
AMENDMENT TRANSMITTAL LETTER				Docket No. UV/192
Application No. 09/823,588	Filing Date March 30, 2001	Examiner D. Lastra	Art Unit 3622	
Applicant(s): Moore et al.				
Invention: SYSTEM AND METHOD FOR METADATA-LINKED ADVERTISEMENTS				
TO THE COMMISSIONER FOR PATENTS				
Transmitted herewith is an amendment in the above-identified application.				
The fee has been calculated and is transmitted as shown below.				
CLAIMS AS AMENDED				
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate
Total Claims	53	- 53 =		x
Independent Claims	8	- 8 =		x
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>				
Other fee (please specify): Request for continued examination (RCE) (see 37 CFR 1.114)				810.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:				810.00
<input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity <input type="checkbox"/> No additional fee is required for this amendment. <input checked="" type="checkbox"/> Please charge Deposit Account No. 06-1075 in the amount of \$ 810.00. A duplicate copy of this sheet is enclosed. <input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed. <input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached. <input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. 06-1075 as described below. A duplicate copy of this sheet is enclosed. <input checked="" type="checkbox"/> Credit any overpayment. <input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.				
 Regina Sam Attorney/Agent Reg. No.: L0381			Dated: October 31, 2007	
ROPES & GRAY LLP 1211 Avenue of the Americas New York, New York 10036 (212) 596-6000				
I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV521705168US, on the date shown below in an envelope addressed to: MS RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450				
Dated: October 31, 2007		Signature:  (Lise Ann Ruggeri)		

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV521705168US, on the date shown below in an envelope addressed to: MS RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: October 31, 2007

Signature: 

(Lise Ann Ruggen)



PATENTS
Attorney Docket No. UV/192

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
S. Sean Moore et al.

Application No.: 09/823,588

Confirmation No.: 6830

Filed: March 30, 2001

Art Unit: 3622

For: SYSTEM AND METHOD FOR METADATA-LINKED ADVERTISEMENTS

Examiner: Daniel Lastra

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT TO FINAL OFFICE ACTION, AND REQUEST FOR CONTINUED EXAMINATION UNDER 37 C.F.R. SECTION 1.114

Sir:

In reply to the Final Office Action mailed October 15, 2007 in connection with the above-identified application, applicants hereby amend this patent application as follows:

Amendments to the Claims begin on page 2 of this Reply.

Remarks begin on page 12 of this Reply.